

M&T Bank Digital Marketing Strategies

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Agenda

06

05

04

03

02

01

Executive Summary

Opportunities, Focus Areas and Goals

PESTLE Analysis and 3C Analysis

Recommendations

Measuring success

Summary



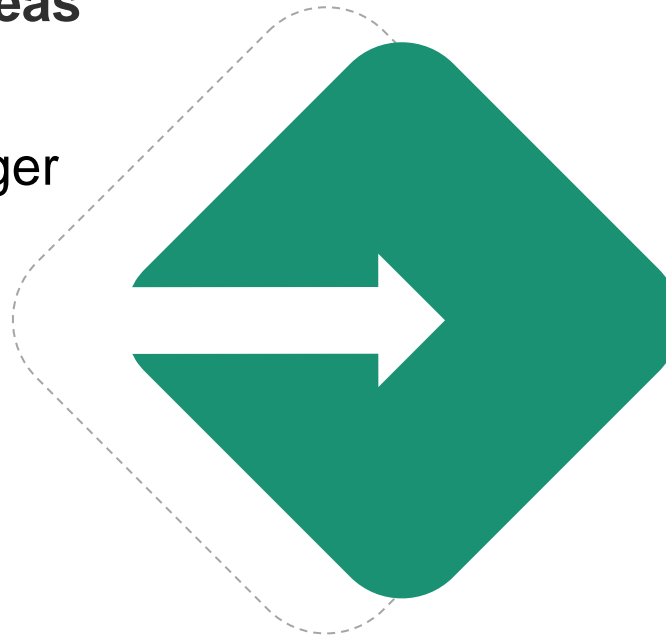
Executive Summary

In order to remain competitive in today's market landscape M&T must continue to invest in the digital marketing space. There are opportunities to improve our service by deepening our customer segmentation. We believe that we will be able to capture an underserved segment which are young professionals. Research tells us we can leverage fintech partnerships and social media platforms better serve the needs of these customers. Additionally, we can utilize search engine optimization to be more efficient with our allocation of capital.

Opportunity, Focus Areas and Goals

Opportunity and Focus Areas

- BB&T and SunTrust merger forces M&T bank to be efficient in allocation of capital
- Further differentiation amongst customer segments is needed
- Room for improvement in the mobile space



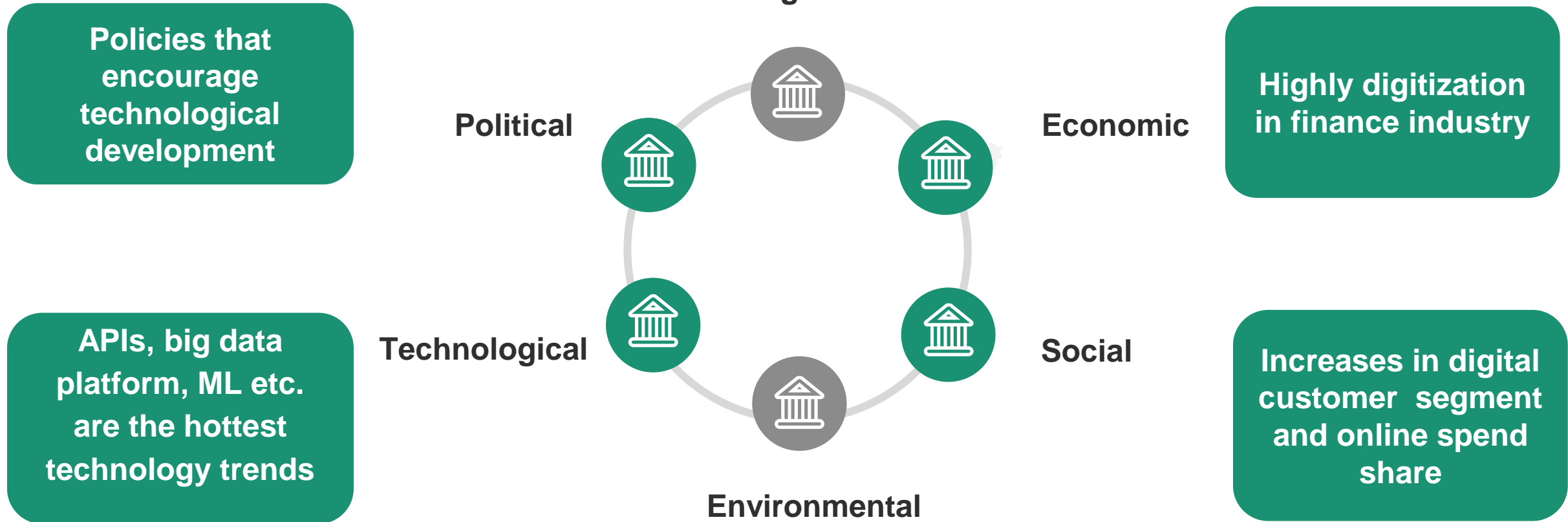
Goal 1

- Increase brand awareness, reach and customer base

Goal 2

- Shift M&T's brand image to be one that resonates with a younger-tech savvy population

PESTLE Analysis



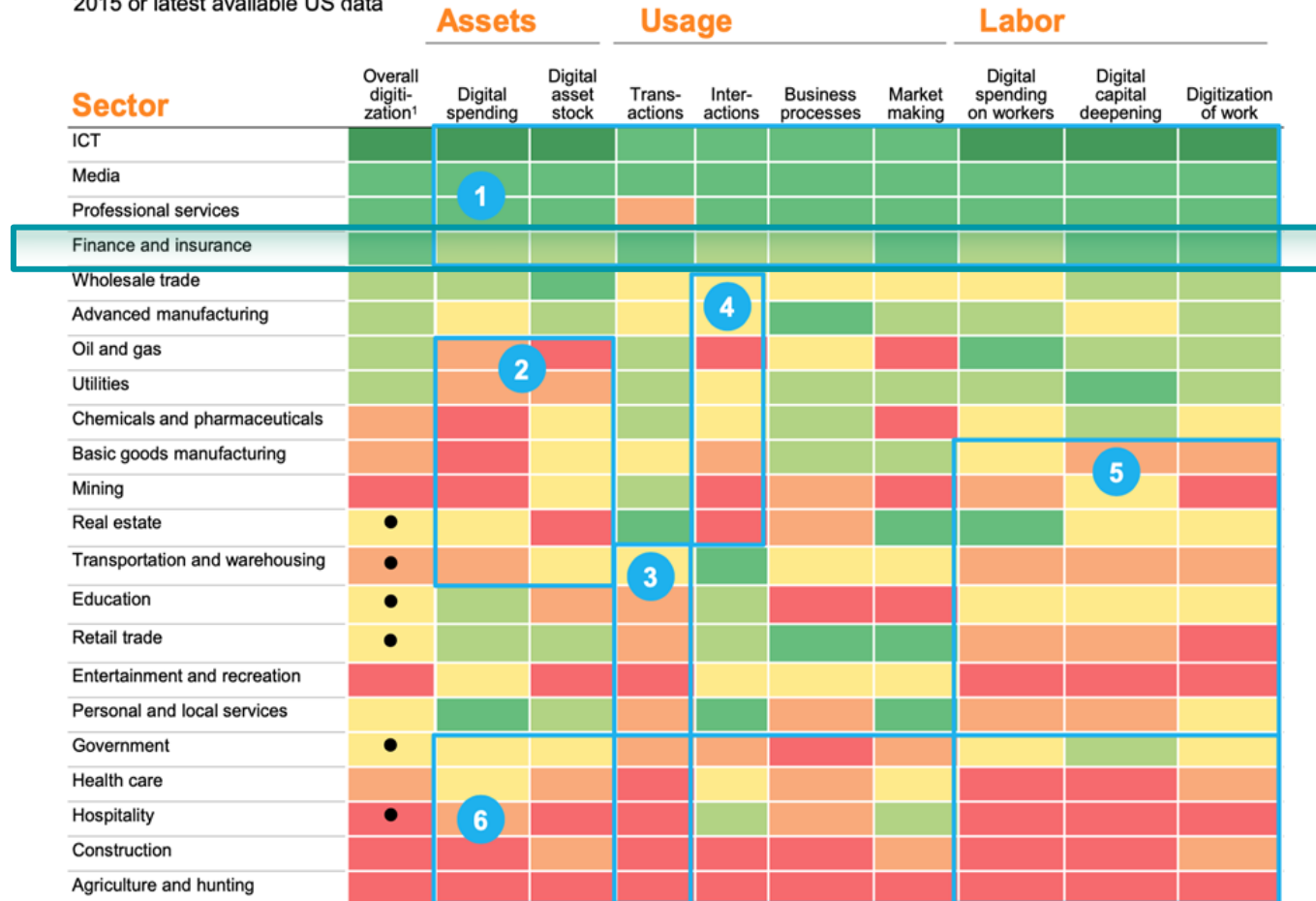
PESTLE Analysis



Economic

Extent of Digitization varies by sector

MGI Sector Digitization Index
2015 or latest available US data



Relatively low digitization  Relatively high digitization

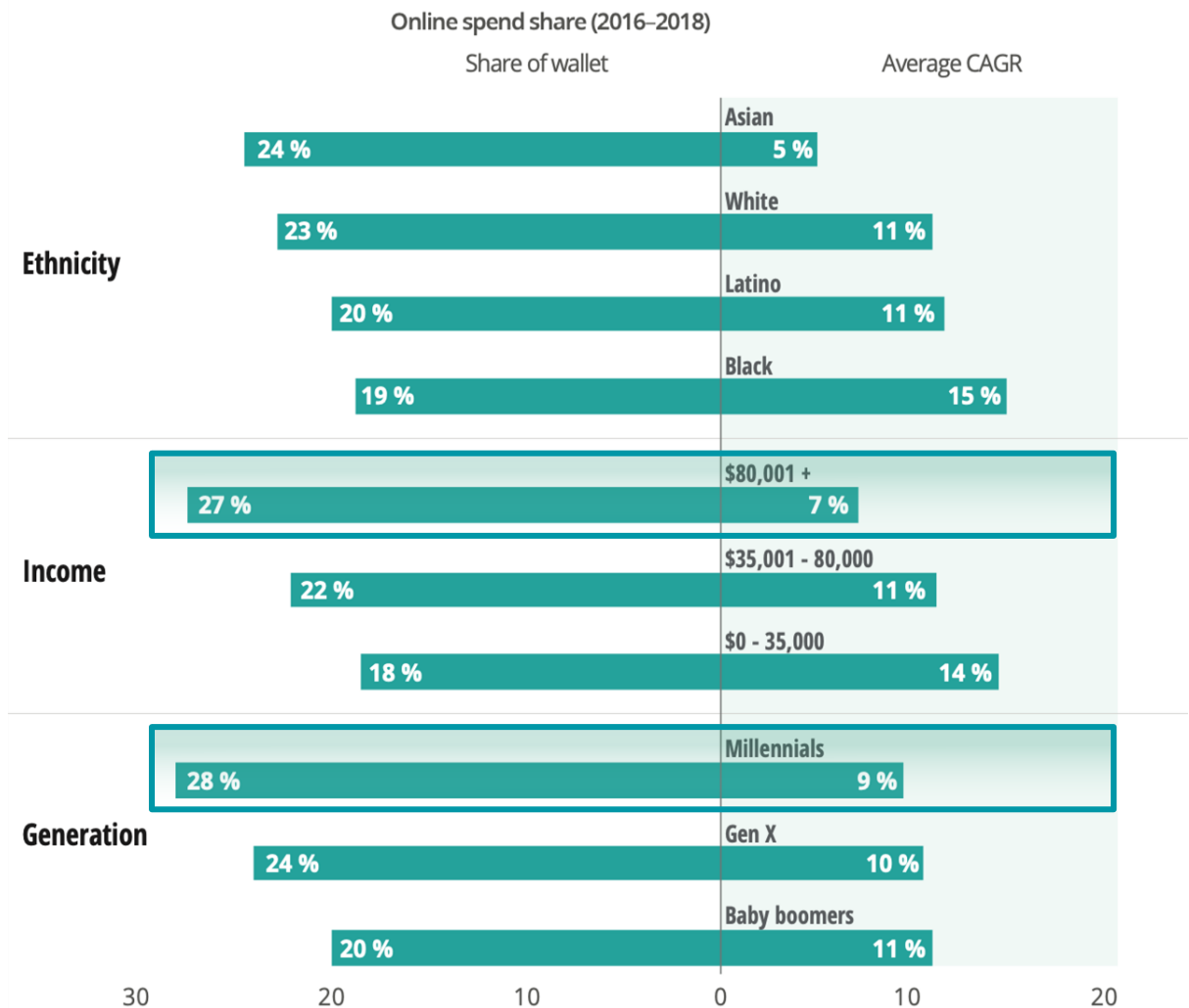
● Digital leaders within relatively un-digitized sectors

- 1 Knowledge-intensive sectors, highly digitized
- 2 Capital-intensive, potential to further digitize their assets
- 3 Service sectors with long tail of small firms having room to digitize customer transactions
- 4 B2B sectors with the potential to digitally engage and interact with their customers and users
- 5 Labor-intensive sectors with the potential to provide digital tools and skills to their workforce
- 6 Large, localized, low productivity could transform for productivity and delivery of services

PESTLE Analysis



Social



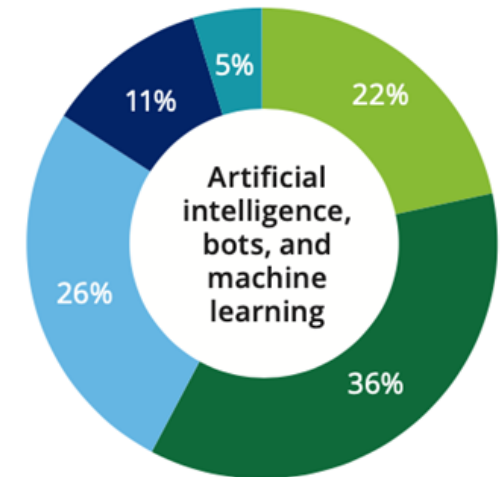
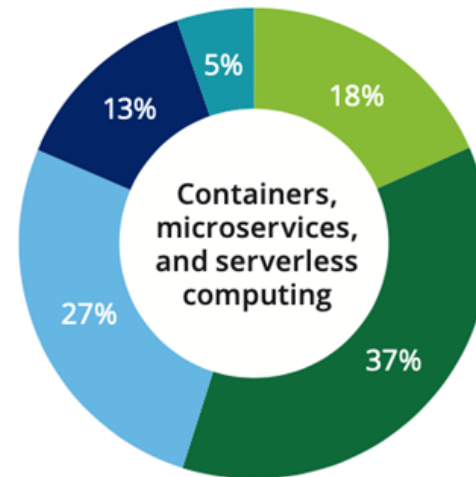
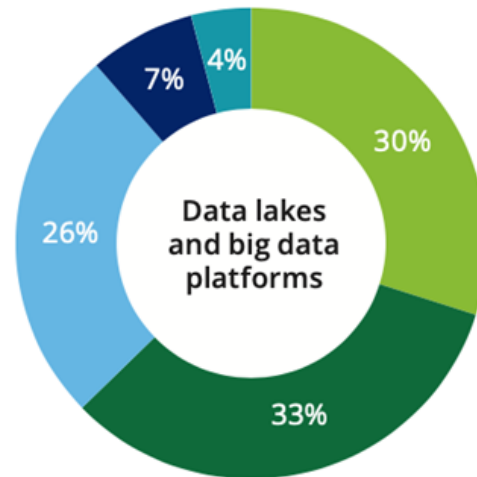
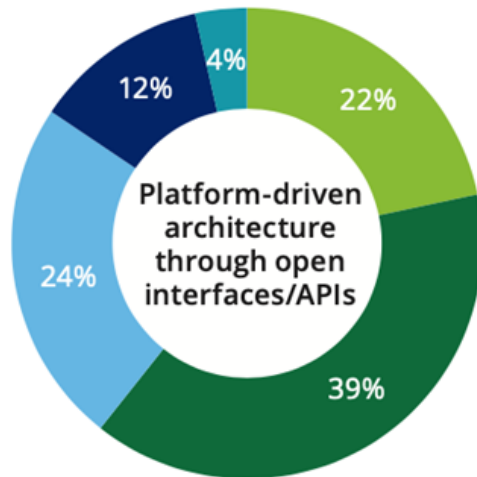
PESTLE Analysis



Technology

Plans to use digital technologies in the next 12 months

■ Fully deployed ■ Trialing ■ Planning ■ Considering use, but no firm plans ■ Not considering



3 C's Analysis



Customer

Opportunity to create a better experience for tech-savvy young professionals



Competitor

Extensive Digital Investment



Company

Focusing on customer needs
Innovative Brand Image

Customer Survey

- What bank do you currently use? How did you choose?
- What is your yearly salary?
- How old are you?
- How comfortable are you with technology?
- What is your favorite/least favorite thing about your bank?
- How important are the following features:

Online Banking ☐

Online Bill Pay ☐

P2P ☐

Mobile Banking ☐



“

Mobile Banking is the most important feature for me because I'm always on-the-go

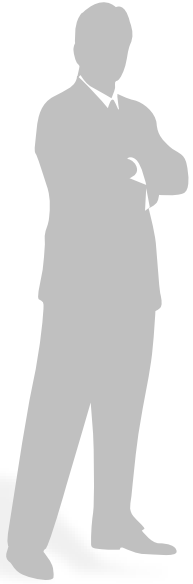
”

“

I've been with my bank since I was a teen

”

Customer Segments



**Marginalized
Middles**

40%

- Least often to visit a branch
- Most confused about bank fees



**Satisfied
Traditionalists**

25%

- Oldest Group
- Likely to bank with multiple institutions
- Least likely to use mobile & online



**Career Starter
Techies**

21%

- Youngest Group
- Extremely tech-savvy
- High Share of Wallet
- Low Deposit Balances








**Sophisticated
Opportunists**

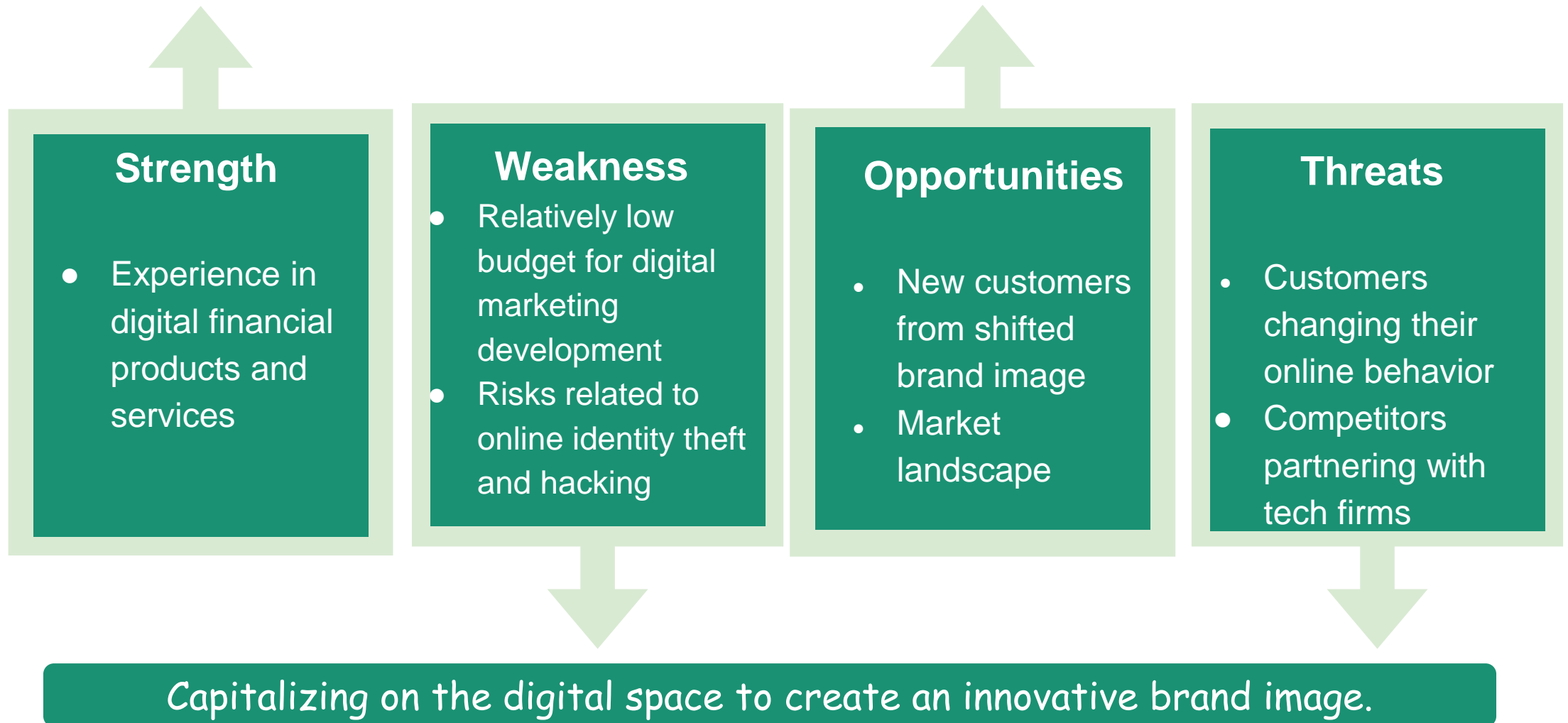
14%

- Highest Income
- Average Age
- Comfortable with current banking situation
- Open to new offerings

Customer Journey Map: Career Starter Techie selecting a first bank

Action	Awareness	Consideration		Selection		Service		Maintenance	
	Realizes need for a financial institution	Asks Friends	Does a Google Search	Browses Website	Compare & Select	Signs up Online	Utilizes Mobile Features	Post Purchase Decision Evaluation	Tells friends about experience
Touch Point	<ul style="list-style-type: none">Digital AdsPrint AdsCommercialsBrick & Mortar Location	<ul style="list-style-type: none">Search BarLanding PageNavigation Link		<ul style="list-style-type: none">E-commerce websiteSocial MediaReview Sites		<ul style="list-style-type: none">Product PageAccount CreationRegistration linkMobile App		<ul style="list-style-type: none">E-mailBrick & Mortar LocationSurveyRefer-A-Friend Link	
Emotion									
Pain Point	<ul style="list-style-type: none">Too many options to choose fromLack of knowledge	<ul style="list-style-type: none">Search not bringing up relevant results		<ul style="list-style-type: none">Website difficult to navigateSlow Loading TimesLack of Social Media Presence/No Social Proof in form of Sponsors		<ul style="list-style-type: none">Process' take too longSecurity & Privacy Concerns		<ul style="list-style-type: none">No Follow Up Communication	
Opportunity	<ul style="list-style-type: none">Create more unbranded content	<ul style="list-style-type: none">SEO		<ul style="list-style-type: none">Optimize loading times of pages		<ul style="list-style-type: none">FinTech Partnerships for security		<ul style="list-style-type: none">Leverage FinTech partnerships	

Company Analysis: SWOT Analysis



Competitor Analysis

	M&T Bank	SunTrust and BB&T	Bank of America
Digital Investment	Limited - Online banking app	Various and targeted digital appliances -Online mobile app -Independent digital innovation department -Investment on AI: chatbot -Developing fintech partnership	
SEO Management	-Low organic traffic: 1.8m -Backlinks: 845.3k -Displayed ads: Messy (YouTube, Mail.yahoo, etc)	-Organic traffic: 3.2m ; 23.4m -Backlinks: 1.7m ; 3.7m -Displayed ads: Focused on financial/consumption-related website	

Insufficient digital investment

Low SEO performance

Recommendation

M&T Bank

- 01 Search Engine Optimization
- 02 Social Media & Content Creation
- 03 Pursue Partnerships

Improving SEO: Accuracy

Perform keyword search and use long-tail keywords

- Focusing on **long-tail** key phrases that are tailored to your product or service
 - e.g. from “M&T Bank” to “Best bank with mortgage service” or “Bank option for college students”

M&T Bank	Competitors
MT banks	Online banking suntrust bank
MT online bank	Banks that open accounts online
MTB mortgage customer service	NYC open bank account online no deposit
Bank transactions	Best bank with mobile mortgage

Improving SEO: Speed

Increase page load speed

- A one-second increase in page load time yields: **11%** more page views; **16%** increase in customer satisfaction; **7%** gain in conversions.

	Page Size	Load Time
M&T Bank	1.8 MB	4.66s
SunTrust	2.9 MB	3.40s
Bank of America	1.5 MB	1.20s

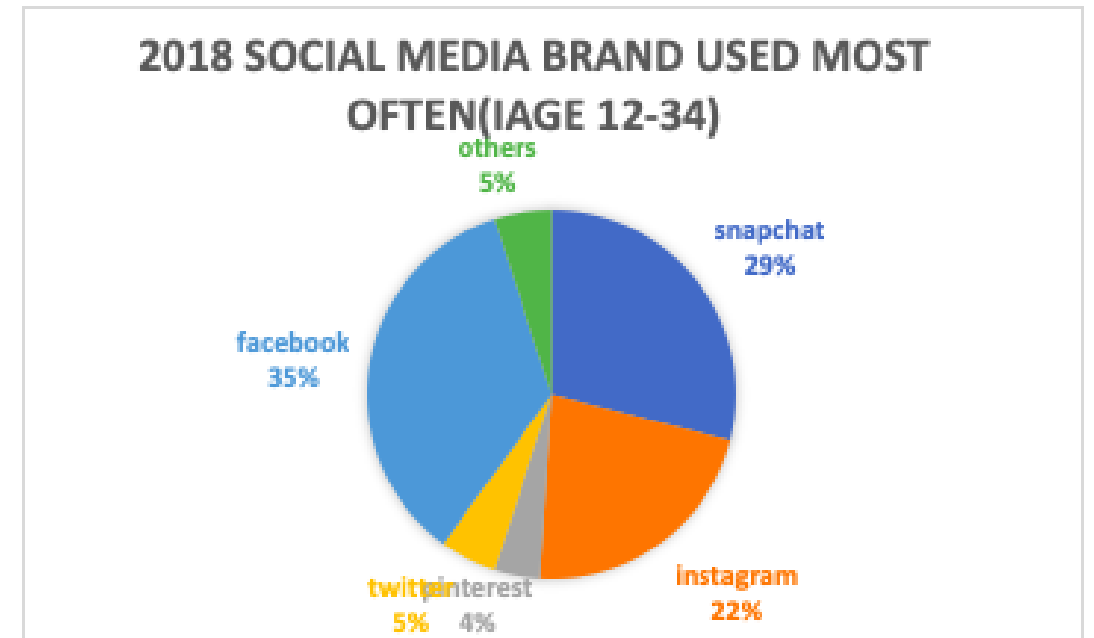
Social Media & Content Creation

Get social

via  or  YouTube

- Frequently updating M&T's official social accounts with trending, relevant information to attract consumers and interact with visitors. (Social activities, holidays, new products)
- Cooperating with influencers to attract more young people
 - eg. Players from Baltimore Ravens (football team) posts with M&T name mentioned or picture containing M&T Bank (wearing T-shirt with M&T name on it)

2018 Social Media Brand Used Most Often (Age 12 - 34)



Fintech Partnerships



Privacy Services

Blockchain



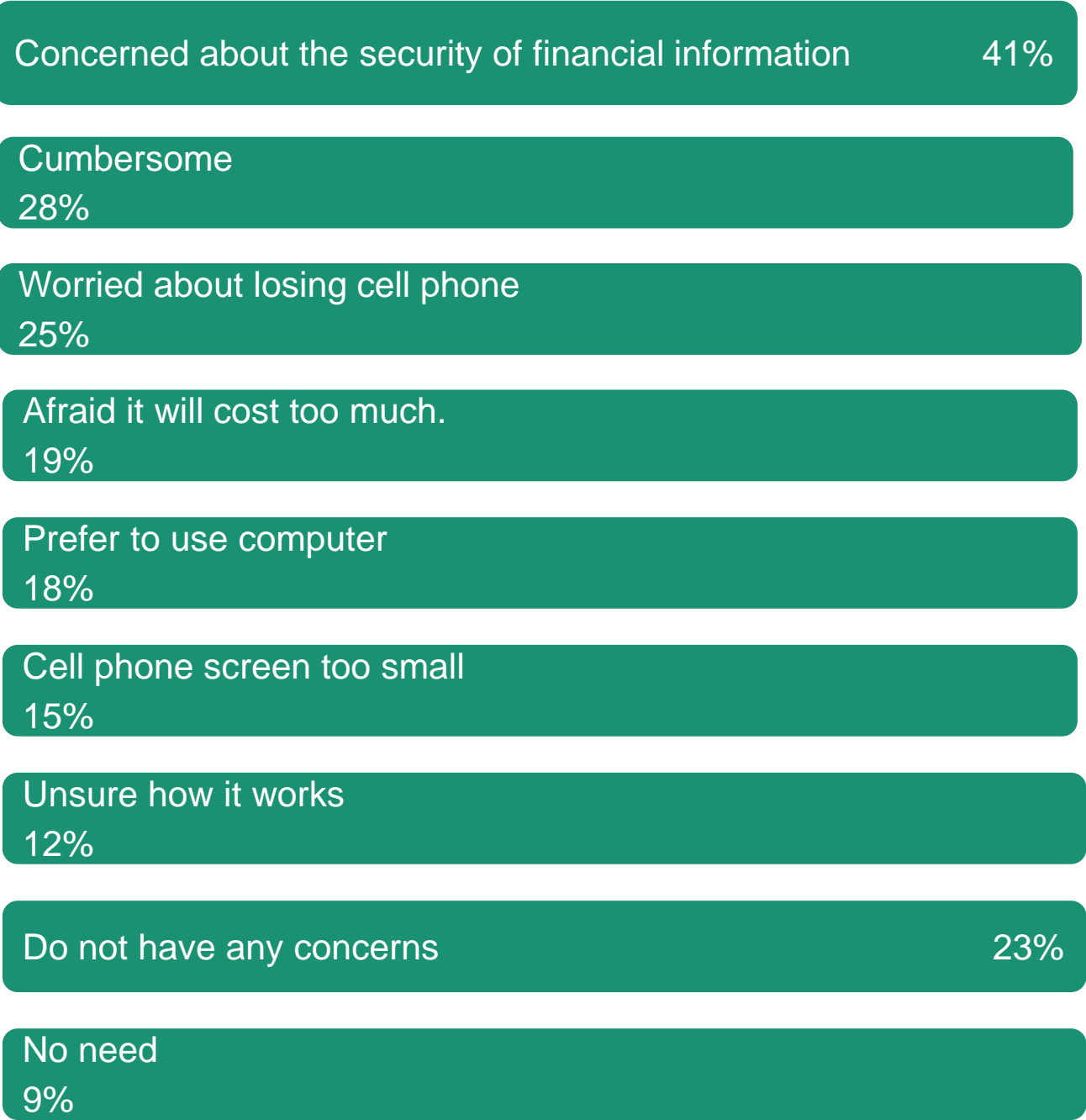
Mobile Services

Mobile payment



Lower costs

Reduced operation cost



Fintech Partnerships: Mobile Services

Targeted consumers
main concerns with
mobile banking



Fintech Partnerships: Privacy Features Utilizing Blockchain

What We Can Do



Blockchain Consulting

We help organizations understand and identify how blockchain can be applied in various business processes.



dApp Development

We develop decentralized apps that run on a P2P network rather than on a single computer using Ethereum, Hyperledger, EOS and Hashgraph.



Permission/Private Blockchain

We launch private blockchains on Google or Amazon AWS cloud to enable secure access to transactions and records.



Smart Contracts Development

We create smart contracts to automate enforcement in a business transaction on the blockchain.



Tokenization

We create digital assets, put them on the blockchain and make it live for people across the globe.

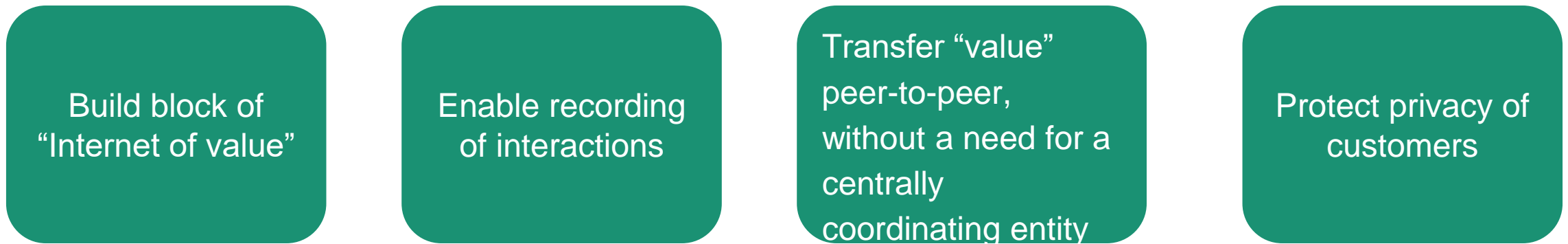


Enterprise Blockchain

We build enterprise solutions for Supply Chain tracking, operational efficiency, attendance or record keeping.

Fintech Partnerships: Privacy Features Utilizing Blockchain

Block Chain: LeewayHertz (Fintech company) -- provide services to protect customer privacy



Creates a *decentralized* network, spreading out across computers in different locations.

Ensures that users can only edit the parts of the blockchain that they "own" —by possessing the private keys necessary to write to the file.

"Value" refers to any record of ownership of asset -- for example, money, securities, land titles -- and also ownership of specific information like identity, health information and other personal data.

Fintech Partnerships: Automating complex, cumbersome processes

Help to accelerate and simplify customers' cash application processes

HighRadius' proprietary artificial intelligence (AI) and machine learning technology can straight through payment processing.

For example, it can automate the process of matching open invoices to payments received for its corporate clients.

Applying AI and ML enabled business logic to match payments received with expected receipts in a more efficient manner.



Measuring success



SEO

- Keywords rankings, Organic traffic, Click-Through-Rate



Social media & Content creation

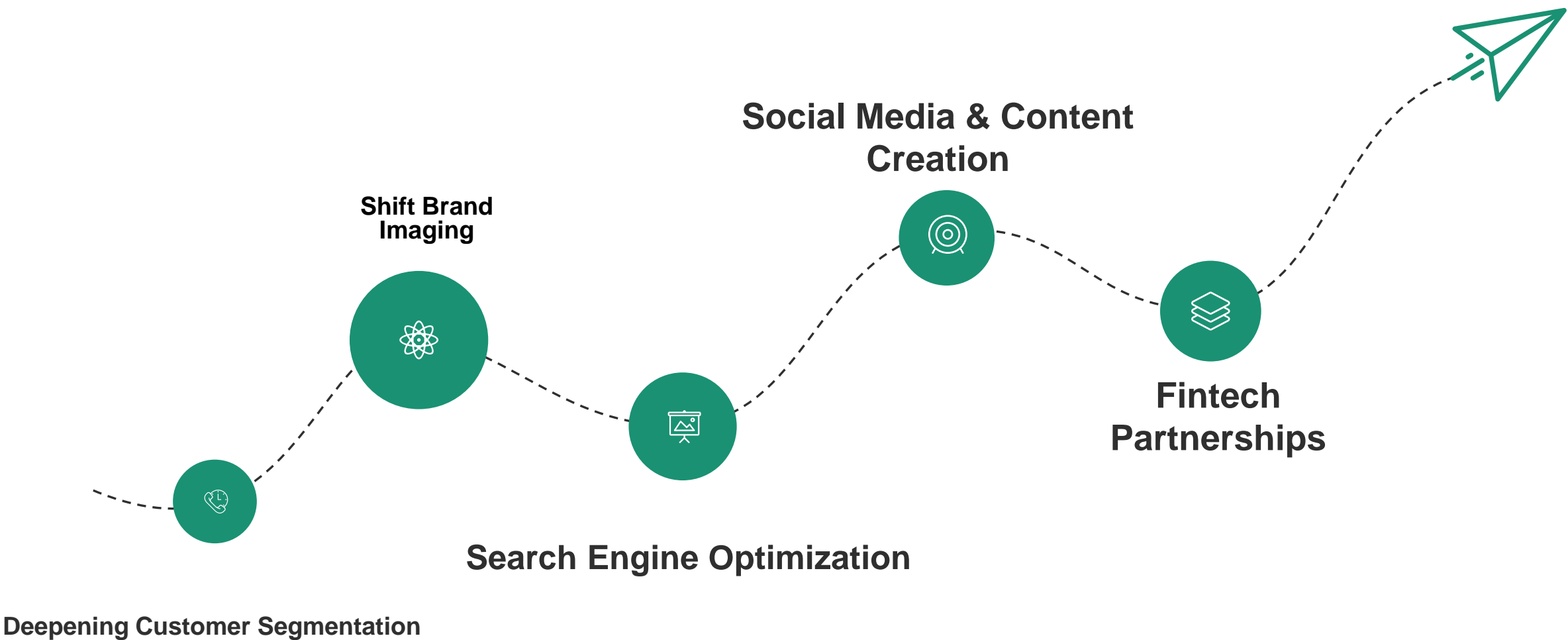
- Engagement --
the amount of likes, shares, comments, profile visits, active followers
- Reach --
Followers, Traffic data
- Lead --
Engaged fans interested in making a purchase
- Conversion --
Fans actually buy



Fintech partnership

- Customer satisfaction score(CSat)

Summary - Reaching Success





Thank You!